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--FOR BETTER AND BIGGER CROPS--

Vegetable Seeds

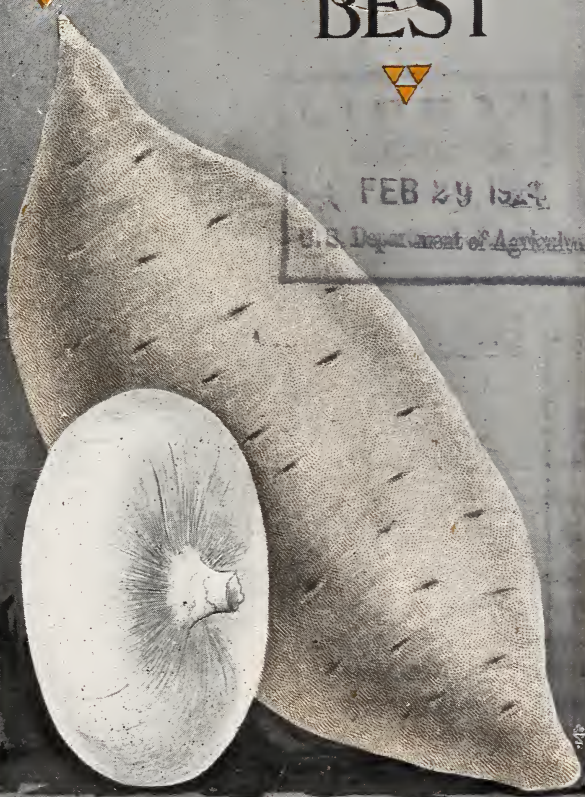
# BALLARD'S

PLANTS  
▼ AND ▼  
SEEDS  
▼ ARE ▼  
BEST



FEB 29 1922

U. S. Department of Agriculture



**H. & R. BALLARD**  
PAVO, GEORGIA

**FILE THIS BOOKLET WHERE YOU CAN  
FIND IT. YOU MIGHT NEED  
IT LATER  
IF YOU GROW SWEET POTATOES  
OR  
IF YOU HANDLE SWEET  
POTATO PLANTS  
IT WILL PAY YOU  
TO READ THIS LITTLE BOOKLET  
CAREFULLY**



**OUR WAR TIME METHOD OF DIGGING POTATOES  
WITH BUT FEW MEN**

**Everybody Should Be Interested in a  
Garden.**

**UNCLE SAM Is Interested in YOURS,  
And**

**WE WANT TO SELL YOU THE  
SEED AND THE PLANTS**

Growing Plants takes most of our time, but we are adding a few Seed to our list herein for your selection. They are the best we could grow and buy, and we feel sure you will get results if you will give them a trial.

**H. & R. BALLARD, Pavo, Ga.**

## **YOUR 1919 GARDEN**

In presenting you with this list we do so believing you will be interested in some of the things described in the following pages.

If you have heretofore given us orders, we assure you we feel a deep appreciation for each order we have received, large or small, and we had rather have another order from you than from a new customer. We want new customers, however, and if you have never given us a trial, you are invited to do so this season.

The liberal way in which those who know us best patronize us, speaks well for the quality of the goods, and the way we handle the business; and it is our constant endeavor to improve.

We have so far not been able to supply the demand, but this year we have a larger crop; we are putting in considerably more potatoes and adding a heavy irrigation system, and we can handle considerably more business. The fields we have selected are ideal for the plant business.

If your Garden and Potato Crop is not a success in 1919 you will miss half your living, and we are going to do our part to make it the best in your whole community.

**We Thank You.**

**H. & R. BALLARD**

**PAVO, GA.**



**GEO. A. SHAVER**

**Moultrie, Georgia**

March 14th, 1918.

Dear Friends:—

I take this method to thank you for your kind words and patronage in the past and to advise that I have sold my plant farm and interests at Pavo, Ga., to H. & R. Ballard, formerly of Ashburn, Georgia.

I know the Ballards to be straightforward gentlemen and experienced plant and vegetable growers, and any order placed with them will receive the best of attention. I am sure you will be pleased with any connection you may form with these people.

Any kindness shown them will be very much appreciated by,

Yours sincerely,

**GEO. A. SHAVER.**

## PLANT SEEDS THAT GROW

The seed listed below we know to be of excellent quality, fresh, and will germinate well. If you order some of these seed to come with your express shipment of plants, just send the postpaid price, and we will adjust the difference by giving you extra seed or plants.

### BEANS

Red Valentine, Stringless Green Pod Beans, Kentucky Wonder (pole bean), Bunch Lima or Butter Bean. Pound, 40c; 5 pounds, \$1.50, postpaid. By express, collect, 25c per pound; 15 pounds (peck) and upwards, 22c per pound.

### CABBAGE

Genuine Long Island Cabbage Seed will make heads in the South when the Western and imported seed fail to make other than a poor grade of GREENS. We offer only the L. I. seed, and our plants are from them. Jersey Wakefield, Charleston Wakefield, Succession and Flat Dutch. Paper, 10c; one-quarter lb., \$2.00; pound, \$6.00, postpaid.

### GA. BLUE STEM COLLARD SEED

Paper, 10c; one-half lb., 40c; pound, 75c, postpaid.

### ONION

White or Yellow Bermuda, fresh from the Spanish Isles. Paper, 10c; one-quarter pound, 60c; pound, \$2.00, postpaid.

### TOMATO

These seed were grown in New Jersey. They are the best and these prices are low for the grade of seed. Red Rock and Stone for canning, Earliana, Dwarf Champion, Ponderosa, Livingston Globe. Paper, 10c; one-quarter lb., \$1.00; pound, \$3.00, postpaid.

### OKRA

White Velvet and Perkins Green Podded. Paper, 10c; one-half lb., 40c; pound, 60c, postpaid.

### PEPPER AND EGG PLANT

Seed N. J. Grown. Ruby King, Pimento (sweet), Long Cayenne (hot) pepper. Fla. High-Bush Egg Plant. Paper, 10c; oz., 50c, postpaid.

## SQUASH

Yellow Crookneck. Paper, 10c; one-quarter lb., 40c; pound, \$1.25, postpaid.

## TURNIP

White Egg and Purple Top Globe. Paper, 10c; one-half lb., 75c; pound, \$1.40, postpaid.

## MUSTARD

Giant Southern Curly. Paper, 10c; one-half lb., 35c; pound, 60c, postpaid.

## WATERMELON

South Georgia Grown, and none better to be had. Tom Watson for shipping. Kleckley's Sweet and Peerless for the best to eat. Paper, 10c; pound, 60c, postpaid.

## GARDEN PEAS

Florida McNeil, a very hardy and prolific winter or early spring pea. Alaska, a spring variety. Same price as beans.

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## ONE HONEST MAN.

Dec. 12th, 1918.

H. & R. Ballard, Pavo, Ga.:

Gentlemen—The plants you sent me are all right. I find that you sent me more than my order called for and I am enclosing stamps for the extra ones. They may all get frozen out, but if they do I cannot help it.

Yours, etc.,

I. W. BISHOP,

Lawrenceburg, Tenn.

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"I want to express my appreciation for the good cabbage plants you sent me. They are much better than any I have bought. I think they were on the road longer than necessary, but, being packed in such good shape, they came in good condition.

"ALFRED S. AYER, Alstead, N. H."

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"College Park, Ga., Jan. 10th, 1919.

"H. & R. Ballard: Gentlemen—Are you going to ship plants this season? If so, I want your price on 18,000 Porto Rico plants. I bought of you last year and the plants were all O. K.

J. W. WALLIS."



## GROWING ONIONS

It is not our purpose to overestimate the onion business; but we DO want to impress you with the good opportunities that are presenting themselves right here in the South-east.

Growing onions from dry sets has so long been practiced many people know of no other way to grow them. The truth is there are but few onions put on the market from dry sets, but the real onion growers use seed and set plants. Onions from dry sets will not keep nearly so well as those grown from green plants. Sets make too many seed and skul-lions.

The seed should be sown in the fall or very early spring, and the plants set as soon as they are the size of a 20d nail or a bit larger. Put the seed in when the season is right, one-half to an inch deep, according to soil. The sandier it is the deeper they should be sown. We have seeded 250 pounds Crystal Wax and Yellow Bermuda and have been shipping plants since late fall at the following prices: 500 plants for \$1.00, 1,000 for \$1.75, post-paid. By express collect, \$1.25 per 1,000; 5,000 lots and larger at \$1.00 per thousand.



ONION PLANTS

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South Jacksonville, Fla., Dec. 18th, 1918.  
H. & R. Ballard, Pavo, Ga.:

Gentlemen:—

I am so well pleased with your onion plants  
I am inclosing money order for \$6.00 for 4,000 more plants.

Yours truly,

JOHN K. RILEY, Route C, Box 237.

(Temperature was at 18 above zero.)



CUT SHOWING FROZEN FIELD OF CAB-  
BAGE PLANTS JAN. 4TH, 1919, ON  
FARM OF H. & R. BALLARD,  
PAVO, GA.

Cabbage plants grown here in the open field during winter will make heads two to three weeks earlier than hot bed plants of the same size. The reason in most cases that cabbage plants make shucky heads or no heads at all, is because the seed is not acclimated to the changeable weather we have in the South. Seed grown in the mild, even climate of the West will make good heads there, but brought here they go to pieces under our weather conditions. The Western seeds are considerably cheaper; now you can figure the trouble for yourself.

We have a yearly contract for Long Island Cabbage seed, made personally with the grower, and we know we have as good seed as can be had. We grow our plants, and do not have to take chances of picking them up in the market after we have the orders. Our plants are not to be compared with some that go on the market. We are sure about this point. The plants are worth what we ask for them.

150 plants, 50c; 500 plants, \$1.25; 1,000 plants, \$2.50, postpaid. By express, collect, 1,000 for \$1.75. Lots of 5,000 and more at \$1.50 per 1,000.

Jefferson, S. C.

H. & R. Ballard, Pavo, Ga.

Dear Sirs—The plants came in good shape and you will find inclosed money order for another thousand cabbage plants.

G. W. KIRKLEY.

## A WORD REGARDING THE TROUBLES OF A SWEET POTATO PLANT GROWER.

### THE BUYER DON'T HAVE ANY TROUBLE.

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Growing potato plants from a better selection of seed each year is our specialty. It calls for a lot of elbow-grease the year round, but we like it—it is fascinating. Both in 1917 and 1918 we were confronted with a very difficult problem. More demand than plants. This was caused partly by the effects of the season of 1916, when we grew so many more plants than the trade needed. That year crippled us financially, and we have been rather slow to put in so many potatoes since. Now that our old customers have proven that they can be depended upon, we are going to put in sufficiency for them and for the new ones, too, this season.

#### Sweet Potato Markets.

The market for Southern sweet potatoes has been almost confined to the cities of the South. Now it is broadening and cars and train loads are going to the further-off markets, and if the supply of potatoes doesn't increase with increasing demand the price of potatoes will doubtless soar.

Sweet potatoes make more food per acre with the same treatment than any known crop for the South. We believe in potatoes and practice what we preach.

#### Bedding Your Own Potatoes.

To do this will cost you more than the price of the plants, for this reason. To bed enough to set your crop at one or two settings would require too many seed potatoes. To bed fewer potatoes you will get a good start on the front side your patch and the grass will give you trouble on the back side before you have enough plants to set it over. In this case your yield is reduced more than the plants would cost you. Better do like the old darkey that said, "I'se not gwina plant dat last row, for it nebber makes a thing nohow." Get your plants all at one time from improved stock, make a big yield and you will have a profit in the operation.

During this summer we purpose to send to each customer a description of a method for keeping sweet potatoes during winter—one that will really help you along this line.

## DO US THIS FAVOR.

If, upon receipt of this, you will send us your order AT ONCE we will know what to depend on. If we haven't sufficient potatoes we will know to get them, and we WILL get them that you may have your plants early. It cost to bed ten thousand bushels; it takes around three pecks potatoes, one-half bushel manure and a lot of water to make 1,000 plants. If you send the money with the order all the better, for this will help us with the expenses. If it isn't convenient to send the money now send the order anyway and the money later on. We want to know now, for we want to supply you promptly. We thank you in advance.

### About the Price for 1919.

Right here we want you to think well. The prices of all farm products cost more and bring more. Potato plants have not advanced as far as has cotton or wheat by a good margin. Trying to buy below cost of production gets many disgusted with buying plants at all. Some plant growers will bed a few bushels and advertise that they have about all the plants that there is and at a very low price, accept the customer's money and hold it, hoping against hope to fill it in some way till it is too late in the season. Oftimes tender sprouts are sent out in order to relieve this situation, and that ruins that customer. Better to pay a fair price to a reliable grower and get good plants. We know personally most of the reliable growers, and none of them have made much more than a living at it, and the prices we ask are not too high. If you would know the reliable growers ask your farm paper, sending them a stamp for their reply; this will be 3 cents well spent in many cases.

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If you buy of us we are going to give you your money's worth.

### Porto Rico Yam.

This potato did not make a favorable impression with us the first year, but by using vine cuttings from well selected hills to produce seed stock, it has proven the best we have ever grown. Its eating, selling, keeping and producing qualities have made it very popular, and it brings a premium on most Southern markets. 100 plants, 40c; 500 for \$1.75, mailed postpaid. By express, collect, 1,000 for \$2.25. Lots of 10,000 and more at \$2.00 per thousand.

### Triumph.

This is the very earliest potato known. Its qualities are like those of the Porto Rico, except it is much whiter and does not sell so well. It is a heavy yielder. Plants same price as Porto Rico.

### Nancy Hall.

The old favorite with folks in Tennessee, Texas and many other places as for that. It is some harder to grow—blights in some places where the Triumph and Porto Rico will not. It is a good seller and eats just fine. It produces considerably less plants than the others. 100 plants, 40c; 500 for \$1.75, mailed postpaid. By express collect, 1,000 for \$2.50. Lots of 10,000 or more, \$2.25 per thousand. If you take half your order in Porto Rico, figure the price the same as Porto Rico, provided your order amounts to 5,000 or more.

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“Chalybeate, Ga., Jan. 27th, 1919.

“H. & R. Ballard, Pavo, Ga.:

“Gentlemen—I am sending you my check for ten thousand Porto Rico Potato Plants to be shipped in April. I am sending you this order because I am so well pleased with my cabbage plants; they were just as fine as could be. I expect to do a large business with you in the future.

Respectfully,

“P. E. WARE.”



## SWEET POTATO CULTURE.

To make a good yield we suggest that you break your land only moderately deep, harrow it once or twice afterwards, make moderate ridges for the rows 3 to 3½ feet apart, set the plants 18 inches apart shortly after ridging it. The fertilizer should contain considerable potash and be applied liberally and mixed with the soil before ridging the row. Take pains in setting the plants and digging the crop. Dig at the right time and hill them by the instructions we are going to send you later.



### PORTO RICOS

The Favorite of 80 Per Cent of the Markets  
and Farmers.

“We have known Ballard Bros. and watched the operation of their business since they came to Pavo. They grow vegetable plants extensively, push their business vigorously, care for the welfare of their customers personally. It gives us pleasure to heartily recommend them to the plant-buying public.

(Signed)

“BANK OF PAVO,

“Pavo, Ga.”



## TOMATO PLANTS

The plants we begin shipping in March are field grown and will stand transplanting and rough handling much better than the hot-bed plants. The canning favorites are Stone and Red Rock. For home and the market they are all good. Ponderosa, Dwarf Champion, Livingston, Globe and Earliana. 100 plants, 40c; 500 for \$1.50, mailed postpaid. By express, collect, 500 plants, \$1.00; 1,000 for \$1.75. Prepare for the early garden by ordering tomato plants now.

## PEPPER AND EGG PLANTS

Chinese Giant, the largest bell. Ruby King, the popular sort; Pimento, the mild flavor, and Long Cayenne, the hot. Florida High-Bush Egg Plant. 50 plants assorted or of one kind, 40c; 100 for 75c; 500 for \$2.00, mailed postpaid. Special prices for truckers' lots.

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"Oconee, Ga., Dec. 17th, 1918.

"Gentlemen:—

"Enclosed please find money order for 1,500 more cabbage plants for a friend. Everybody that sees my plants gets anxious for some like them; they are so fine and you are so prompt, too, in sending them.

(Signed)

"MISS LULA BUTTS."

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"It gives us pleasure to state that we believe the public can do no better in buying plants than to buy of H. & R. Ballard. They put forth much personal effort to serve their customers well.

(Signed)

"ASHBURN BANK,

"Ashburn, Ga."

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"Mr. Ballard is a graduate of the College of Agriculture of the class of 1913. It has been a pleasure to know Mr. Ballard for some years. I have found him to be capable, conscientious and reliable, and it gives me pleasure to bear tribute to his reliability.

"Very respectfully,

"ANDREW M. SOULE,

"President State College of Agriculture,

"Athens, Ga."

McKinney, Tex., Jan. 27th, 1919.  
H. & R. Ballard, Pavo, Ga.

Gentlemen:—

We received our cabbage plants all O. K. and many thanks for such fine plants and the extries. They are the greenest and healthiest plants we ever bought. Every one that sees them wants some of them. Thanking you again,

Yours respectfully,

MRS. J. L. TODD.

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## SOUTHERN PRINTING AND NOVELTY CO.

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The Southern Printing and Novelty Co., Lithonia, Ga., printed this little booklet for us on short notice. These people we have dealt with for some years and we find them to be very reliable, and they are reasonable with their charges. It will be to your interest to write them if you use STATIONERY of any kind.

## SOUTHERN RURALIST

This is one of the best and most widely circulated farm journals in the Southern States. Its purpose is to help the people that most need help, and it is succeeding. Read it and you will be benefited. We want to raise a large subscription list for this paper. They help us and we want to help them. Send us your subscription at 50c per year or three years for a dollar. If you will order \$5.00 worth of seed or plants we will send you this paper for 25c for a year. Add it to your order for seed and plants and you will be pleased with having it for a full year or more.

H. & R. BALLARD,

Pavo, Ga.

## OUR PLAN.

The plan we hope to succeed on is not price cutting. It is customer holding, by sending them good plants and rendering them good service.



## CAN YOU BEAT THIS?

"I ordered my potato plants from you last year, raised the largest potatoes I ever saw grow. I weighed some that weighed  $8\frac{1}{4}$  pounds. Potatoes from two vines weighed 32 pounds, not counting the small ones. If you have a customer that beats this I want to hear from him.

(Signed) "W. J. ROGERS,  
"Baird, Miss."